

Green Plan funds smaller carbon footprint, more recycling

George Brown is going green.

As part of a new Green Plan, the college is spending more than \$1 million this year to reduce its eco footprint and has set ambitious goals for the next three years to become a more environmentally friendly organization – both in and out of the classroom.

By the 2010/11 it will become more energy efficient and as a result reduce greenhouse gas emissions by 15 per cent – or the equivalent of about 1,000 tonnes of carbon.

During the same period it will increase the amount it recycles by 15 per cent, and introduce environmental thinking in the curriculum of many programs. Currently about half of the waste produced by staff and students is recycled – and the remainder ends up in landfill sites.

President Anne Sado heralded the greening of college operations in her President's Breakfast speech to staff in late August. "George Brown College will be the example of how positive environmental change can be made to happen," she said.

Most of the college's anticipated gains in reducing energy consumption will come from energy retrofitting – replacing aging, inefficient heating and cooling systems. It will start this year by replacing units at 200 King St. E and continue next year 160 Kendal Ave., and the following year at 290/300 Adelaide St. E.

In addition, the new lakefront campus, which will open in 2011, will be built according to environmental best practices with the goal of achieving Silver level LEED certification as a green building by the Canada Green Building Council. New clearly labeled recycling bins are being installed across the college to encourage staff and students to separate recyclable material from garbage.

Environmental initiatives are being co-ordinated by a staff committee called the Green Team, which is chaired by Construction and Engineering Technologies Dean Nancy Sherman and Corporate Services Vice-President Eugene Harrigan.

In its' current form, the Green Team began meeting a year ago and commissioned a study by sustainability consultant Stephanie Foster, who looked



Hotel Management students Ksenia Kiscika (left) and Ksenya Svinoukhova pitch empty drink bottles in one of the new gray recycling containers after a class in 215 King St. E. The containers, which will eventually be installed across the college, will help the college achieve it's Green Plan goal of a 15 per cent increase in recycling over three years.

at many aspects of the College's environmental performance.

She found that the college, for instance, buys 20 million sheets of paper a year for its printers and copiers that has no recycled content because it is the least expensive in terms of purchase price

Staff and students with ideas for greening the college can apply for funding from the college this fall to make some of their ideas real. The new \$100,000 Environmental Sustainability Innovation Fund will support projects that are aimed at reducing the College's environmental impacts, and special emphasis will be given to projects that involve students and/or those that feature inter-disciplinary cooperation. Project application forms are found on Insite.

This coming year, the Green Team expects to look at other environmental initiatives, such as reducing paper consumption, greening food services and catering, and developing some product specific green purchasing guidelines.



FAKE FUR FASHION STATEMENT: George Brown's mascot 'Husky' wows the crowd with some slick moves at the orientation fashion show on the St. James patio St. in September. The show, co-operatively organized by the Student Association and Student Life Department also features students modeling clothes, music by Casa Loma student Eric Fisher and traditional Chinese dance by student Cindy Meng.

18 staff get GBC Achievement Awards

Peer nominations resulted in GBC Achievement Awards for the following 18 staff members this year. The Awards were presented at the President's Breakfast in late August.

George Brown College Leadership Award
Georgia Quartaro
 Dean, Centre for Preparatory and Liberal Studies

Investing in Our Future Award
John Walker
 Dean, Centre for Hospitality and Culinary Arts

Student Services/Experience Award
Andria Lewis
 Student Life Co-ordinator, Student Affairs

Innovation Award
Positive Space Team
 Maureen Hynes, Vivek Shraya, Marilyn McLean, Kathryn Payne, Dale Hall (Glenn Walsh)

I.E.A.D. Award
Gary Kapelus
 Professor and Co-ordinator of Interprofessional Studies

Support Staff Excellence in Service
President's Award for Support Staff Excellence in Service
Chih Ling Leung
 Faculty Technical Support, Graphic Designer, UAD

Support Staff Excellence in Service Award
Melissa Okorie
 Trainer & Quality Assurance Analyst, Office of the Registrar

Support Staff Excellence in Service Award
Rob Caspari
 Food Preparer – Child Care Operations, ECE

Support Staff Excellence in Service Award
Carolyn Grayston
 Assistant to the Dean, Faculty of Business, Arts and Design

Excellence in Teaching and Learning Award
President's Award for Excellence in Teaching and Learning
Bob Luker
 Professor, School of Social and Community Services

Excellence in Teaching and Learning Award
Marie Tenn
 Professor, Centre for Community Services & Early Childhood Education

Excellence in Teaching and Learning Award
Taesu Yim
 Professor, Centre for Advanced Engineering

Excellence in Teaching and Learning Award
Rainier Blundel
 Professor, Centre for Construction & Technologies/Apprenticeship



GBC Achievement Awards: 18 staff members were presented with GBC Achievement Awards at the President's Breakfast in late August, including four professors (above) who were given Excellence in Teaching and Learning Awards. From left: OPSEU local 556 President Tom Tomassi, Centre for Community Services & Early Childhood Education Professor Marie Tenn, School of Social and Community Services Professor Bob Luker, Centre for Construction & Technologies/Apprenticeship Professor Rainier Blundel, Centre for Advanced Engineering Professor Taesu Yim, President Anne Sado. Photo by Anna Heychuk.

GREEN SPOT

Every month we'll feature a new way you can help make George Brown a more environmentally-friendly organization.

Subscribe to an e-mail version of George Brown News to save energy and trees.
 Go to <http://insite.georgebrown.ca/GBN/> and every month you'll get a digital version of George Brown News in your inbox.
 If enough people subscribe – we cut down our print run!

Green Spot ideas?
 Send them to nmcgilli@georgebrown.ca

New slogan seeks to inspire potential students, staff

George Brown has adopted a new slogan that could inspire more people to change their lives with a college program or course – and inspire college staff to help them do it.

"Make it happen." was unveiled at the President's Breakfast in late August and will start appearing with the college's logo soon on the George Brown's website and marketing materials. Staff and students alike seem to understand and like the call to action in the slogan. "It makes me feel like I'm accountable to make it happen," says Laurence Alvarez of the College's Special Projects office. "It's like Nike's 'Just do it'."

First year Child and Youth worker student Jenna MacNaughton says the slogan would inspire her to change her life. "For me it means do it for yourself, because no one is going to do it for you," she says.

"Make it happen" is a significant departure from former college slogans which emphasized George Brown's location at the centre of Toronto. George Brown used "The city is our campus" in its early years, and "The

City College" and then "The Toronto City College" for the last 25 years.

George Brown Marketing & Recruitment Director Andrew Zalvin says the slogan articulates the college identity. "It's an opportunity to bring more life to the name, it's an added description." He says "Make it happen" was chosen after testing showed that more people liked it than others presented to them and said it would increase the likelihood they would enrol at the college, he says. More people also said it made them think George Brown would help them succeed, and that it was a down to earth institution that was dedicated to achievement. "George Brown College has arrived at a slogan that reflects the essence of the college and can live indefinitely," said Zalvin in an August report to Management Committee.

While not all colleges and universities have slogans, other GTA colleges do. Centennial College uses "The Future of Learning", Humber College has "Defining Polytechnic Education", and Seneca College says "A Leader in Polytechnic Education."

Full steam ahead for new lakefront campus

While the site of George Brown's new waterfront campus will be quiet this fall and winter, behind the scenes planning has shifted into high gear. The college has just 36-months to design and build the \$190 million, two-building campus to meet its fall 2011 opening target.

This fall Toronto City Council will be asked to approve a 99-year lease for the city-owned land south of Queen's Quay East where the campus will be located. The college is also in the final stages of preparing a Request for Qualification to find a partner or partners who could be involved in the financing, design and building of the campus, which includes a lakeside residence for 500 students, athletics complex, and four levels of underground parking.

Architectural firms from around the world have been contacting the college about the project since news of it spread in the summer, says Corporate Services Vice-President Eugene Harrigan. "There's a huge amount of interest."

Whatever the eventual shape of private/public partnership the college will remain active involved in all phases of planning, says Harrigan. "We have to be involved totally with every square inch of the design."

The new campus – the biggest college development in 25 years – became a reality on July 8 when Ontario Premier Dalton McGuinty announced that the provincial government will give George Brown \$61.5 million towards construction of the new campus near the foot of Sherbourne St.

The lakefront campus will house the college's Centre for Health Sciences, allowing it to expand by 1,000 students – including 600 more nurses – to meet employer demand.

"More importantly bringing our programs together at one site enables us to become leaders in offering integrated, interprofessional health care education," says Lorie Shekter-Wolfson, Dean, Community Services and Health Sciences.

The new campus will allow the college to eventually enroll 4,000 more students overall. Once health science programs move to their new home the college will expand other programs, particularly high demand skilled trade programs in construction and technology.

"George Brown will help prepare people for the new economy," Premier McGuinty said at a July 8 press conference announcing the funding.



President Anne Sado and Ontario Premier Dalton McGuinty on July 8 with a conceptual illustration of the new Waterfront campus. The College is now working quickly to get the project started.

Government funding, along with college money and the proceeds of a fundraising campaign, will go towards the academic building while a partner or partners will finance the residence and athletic facility.

This type of public/private sector partnership is common in other sectors, and parts of Canada and the world but relatively new in post-secondary education in Ontario. "It's absolutely new ground for colleges in Ontario," says Harrigan.

George Brown held a live webcast about the new campus in August with President Anne Sado, Vice-President Eugene Harrigan, and John Campbell, President of Waterfront Toronto. The campus was illustrated with architects' concept drawings and a fly-by animation of the waterfront development.

Staff can watch the recorded webcast on any computer with web access, or read about the new campus, by visiting the Lakefront Campus News page on inside and following the webcast registration link.

College boosts grad's engineering career

Laurence Lee might look like an ordinary, hardworking U of T engineering student. But he's got the advantage of two GBC technology diplomas and a fistful of ego-boosting awards working for him.

After an exceptional academic career at George Brown that included a Dean's Award, a gold medal at Ontario Skills, a silver medal at Skills Canada, a Governor General's Academic Award and two diplomas, Lee is now back at U of T to complete what he set out to do four years earlier – a Bachelor's Degree in Mechanical Engineering.

"I'm returning to U of T with a lot more skills under my belt. I have the



mindset and focus to apply to a heavy engineering course load," he says. "GBC gave me that grounding and an incredible amount of hands-on experience."

Lee enrolled at George Brown after completing one year at U of T. "I wanted a more supportive environment, smaller classes and more practical, hands-on work," he says.

When he found himself with a lighter than normal course load in first year, one of his professors recommended he also take Tool and Die to learn how to turn good designs into real objects. He appreciates the wisdom in that advice and believes that a unique combination of design and tool and die will make him a better engineer.

He credits the faculty support and an intimate learning environment for his success. "It was incredible how far

faculty went to ensure my success," he says. "Because I was doing a dual diploma, scheduling was incredibly tough. Faculty went out of their way to ensure my schedule could accommodate all the courses I needed."

Lee earned diplomas in Mechanical Technician – Tool and Die and Mechanical Engineering Technology-Design this spring. That education helped him land a job this past summer at Psion Teklogix doing CAD design for rugged mobile computing. "I am using my mechanical engineering skills every day," he says. "When I started here I was fixing up CAD drawings; now they've given me my own design projects."

President Anne Sado

Welcome to a new academic year. As you return to the familiar routine of gearing up for another school year, you will likely notice something different around the College this time – a unique feeling of excitement beyond the normal thrill of September. That's because, as we go about our normal activities in welcoming new and returning students, we are also at a very special point in our College's history.

Having celebrated our 40th anniversary last year, we are now looking to our next 40 years to shape a future full of new, previously unimaginable possibilities. Part of this is our new slogan, 'Make it Happen' (see full story on page 2), which is, in its purest sense, about turning dreams into reality.

For George Brown, the process of making our own dream happen has already begun. Most significant is the expansion of our current physical space by more than 40 per cent, as we take a prime position on the city's Waterfront (see full story on page 3). Receiving provincial funding to build a new state-of-the-art Health Sciences campus is a testament to the power of thinking big, and tremendous motivation for us all to imagine even greater possibilities for the College – and make them happen.

At this year's President's Breakfast, I asked staff to join me by closing their eyes and visualizing some of the College's long-term dreams. They were grouped into four broad areas:

Dream 1: The Best College in Ontario... and Canada

This dream consists of GBC graduates always being the first choice for employers who seek them out because they are the best prepared for the real world. Members of our teaching staff are known both for their industry expertise and their excellence in teaching, and every student who begins a program with George Brown graduates.

Dream 2: Seamless Pathways

Let's dream of GBC as an institution with seamless academic and professional pathways for every student. That begins with full recognition from employers and other academic institutions of the value of every program we offer our students. This means there will be no restrictions for students who wish to pursue a career through all types of accreditations, from apprentice and diploma to degree and graduate program.

Dream 3: Access for All

In order to ensure that every student who desires a postsecondary education has access to it, this dream takes the form of helping the province meet its impending capacity crunch. There will be more bursaries and scholarships, more upgrading or augmented education programs, and improved success for internationally educated immigrants.

Dream 4: A College Fully Integrated into the Community

In this dream, GBC will continue to create opportunities and programs that empower those in need to secure a brighter future for themselves, thereby reducing poverty in Toronto over the long term. Our new campus will play a key role in revitalizing

the city's waterfront, and the College will set the example for affecting positive environmental change.

Of course making all of these dreams a reality will require each and every one of us at the College to not only embrace the possibilities, but to focus our day-to-day efforts on making them happen. I talked about several of the specific ways in which we can accomplish this in my speech at the President's Breakfast, the full text of which can be found on Inside.

As you prepare for another September during this truly unique point in George Brown College's history, I hope you feel a special sense of pride and optimism as we work together to achieve our dreams. Have a wonderful academic year.

Renovated Hospitality building opens



New Hospitality building unveiled: After months of construction George Brown's renovated Hospitality building at 300 Adelaide St. E. opened for classes on Sept. 2. Outside the building extension is clad in coloured glass with a kitchen lab at street level.



George Brown News is a publication of the Marketing and Communications Department, George Brown College at 200 King St. East, Room 542E, Toronto, ON M5T 2T9
Editor: Story ideas? Contact Editor Neil McGillivray at nmcgillivray@georgebrown.ca
Contents copyright George Brown College, 2008.
www.georgebrown.ca/Marketing/CCN/index.asp



25% Post-Consumer Waste